GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3293
ANSWERED ON:28.07.2009
QUALITY OF DOORDARSHAN PROGRAMMES
Dubey Shri Nishikant

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan (DD) Programmes are as popular as private channels;

(b) if not, the reasons therefor;

(c) whether the Government proposes to improve the quality of DD Programmes so as to compete with the private television channels;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a): Yes Sir. Prasar Bharati have informed that as per Television Audience Measurement (TAM) rating average Television Rating Point (TRP) of top 30 Doordarshan and private channels programmes in India (total market) among all viewers shows that Doordarshan programmes are as popular as private channels programmes.

(b) Does not arise.

(c) & (d) : Although Doordarshan being the Public Service Broadcaster is not in competition with the private TV channels, Prasar Bharati have informed that efforts are being made to improve the quality of its production by acquiring quality software from various professional software houses/producers through Self Financed Commissioning (SFC) Scheme; outsourcing good Feature Films for telecast on DD-I on different themes; outsourcing better talent for in-house production of programmes and improving transmission quality with digitalization of the studio equipment and transmission.

(e) Does not arise.